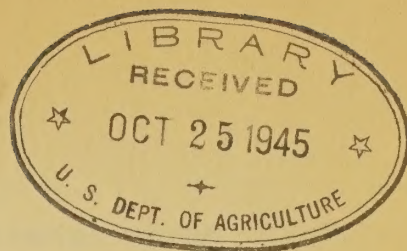


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AAA INFORMATION CALENDAR -- September, 1940

AAA Continues Role of Food and Soil Guardian

The 1941 AAA Farm Program, whose details were announced just as the calendar "went to press," assures the nation of adequate supplies of food and fiber, and continued maintenance of soil fertility by farmers.

In approving the program, Secretary of Agriculture Wallace pointed out the vital part farmers play in national defense through conservation of the soil and maintenance of adequate supplies.

"The program continues for another year the soil conservation efforts with which farmers are seeking a balance between soil-conserving and soil-depleting crops," he said. "The object is to store an 'Ever Normal Granary of fertility' in the soil that is just as real as our supplies of food and cotton.

"The second goal is abundance, and farmers are aiming at food and fiber supplies sufficient to meet current needs and provide adequate reserves, as provided in the Agricultural Adjustment Act of 1938. We have that volume of supplies on hand now, and under the 1941 program farmers propose to maintain it through the coming year."

To aid farmers in these goals, the 1941 program will continue its flexibility of operation, made possible through democratic administration by farmer-committeemen. Conservation practices of special local adaptability will be encouraged, with new soil-building practices established for specific areas. Conservation on small farms will again be encouraged by the \$20 minimum allowance.

More specific information on how farmers of each State can help meet the conservation and defense aims of the 1941 program will be found in the Department of Agriculture daily press release, already issued, and the National ACP and Range Program Dockets, which will soon be distributed. We suggest that each State Office consult the release and dockets, and incorporate into its news stories and radio talks an interpretation of provisions which are of special local interest.

AAA Continues Role of Food and Soil Conservation

The 1942 AAA Farm Program, which begins this summer, just as the calendar "year is past," carries the nation's emphasis of food and fiber, and continued maintenance of soil fertility by farmers.

In approving the program, Secretary of Agriculture Wallace pointed out the vital part farmers play in national defense under the Government of the soil and maintenance of adequate supplies.

"The program maintains for another year the soil conservation efforts which have been making a balance between soil-conserving and soil-improving crops," he said. "The object is to store up 'fertilizer' in the soil that is just as good as the supplies of food and cotton."

"The second goal is to conserve, and increase the value of food and fiber supplies available to our country's needs and provide a source of income for farmers in the Agricultural Adjustment Act of 1933. We have that volume of supplies in hand now, and under the 1942 program farmers propose to maintain it through the coming year."

To aid farmers in these goals, the 1942 program will continue the flexibility of operation, and provide through technical administration by farm-consumers. Government's practice of special local markets will be encouraged with new soil-improving practices established for specific areas. Cooperation on soil conservation will again be encouraged by the 1942 program.

More specific instruction in the program of each State can help meet the conservation and income goals of the 1942 program will be found in the Department of Agriculture's 1942 Farm Program, already issued, and the National 1942 and 1943 Farm Program. These will soon be distributed. We expect that each State Office should have the volume and booklet, and in cooperation with the local office will take an active part in the program which is at national level interest.

Tips on Coming Events and Developments in AAA

1. Crop Insurance -- With August 31 the closing date for insuring winter wheat, September is the month for summary stories and radio talks on the sign-up. It is suggested that, in using names of farmers or quoting them, you find farmers who have taken out crop insurance for the third year. Better still, farmers who have taken out insurance for the third year and have never collected an indemnity payment. Good quotes would point out that they insure their wheat for the same reason they insure their cars or their buildings-- insurance protection year after year, but hoping they don't have to collect. September also is the month for finishing pictures, stories and radio programs on typical loss experiences. A number of good news stories were produced in North Dakota during a swing through principal wheat counties, with both farmers and merchants interviewed as to general crop conditions and the value of crop insurance. Incidentally, photographs of typical losses taken right now will come in very handy for illustrating your crop insurance display panels.
2. Committee Elections -- County and community committees for 1941 will be elected in all regions by the last of December. Dates of elections vary but the North Central Region already has set September 1-14 as the period for holding both community elections and county conventions. Fill-in releases sent to counties for use both before and after the meetings will be extremely useful. Such stories should help stimulate attendance of farmers at the community election meetings, and should explain the value of committees in the democratic operation of the farm program, and in aiding agricultural preparedness.
3. Crop Loans -- Wheat, barley and rye loans will continue in all areas where they are being made. The deadline for such loans is December 31. Loan wheat of the 1939 and early-harvested 1940 crops will be reinspected in most localities. Information on this can stress the importance of the Ever-Normal Granary in the present defense activities. It will be important to point out, in releases on inspection of commodities under loan, that Ever-Normal Granary supplies are in good condition.

Feature Story Suggestions.

1. Crop Insurance -- Sunday feature editors may be interested in carrying an article on crop insurance, including its history, its value to farmers of the state, and its helpfulness in stabilizing business.
2. Committee Elections -- Sunday feature editors may be interested also in a state-basis article on the committee method of administering the AAA program. Should emphasize that it represents "democracy in action." Pictures of a typical county committee at work in their office, and farm supervisors at work in the field, might be used to illustrate the article. Remember the local press at committee election time. Local newspapers may wish to carry similar articles and pictures. Newspapers which have their own photographic facilities should be especially encouraged to run pictures of the newly-elected committees.
3. Soil-Building Accomplishments -- Actual accomplishments of soil-building

practices, especially in some "problem area," always can be made the subject of a feature story for farm magazines or Sunday supplements.

Photographic Opportunities

1. Crop Insurance -- September offers a final opportunity for taking localized pictures needed for the crop insurance display panels. County offices should be reminded that they are in excellent position to contribute to state office crop insurance files. In taking pictures of crop insurance losses, a filter will darken the sky and bring out clouds, adding pictorial appeal to an otherwise barren scene. People or farm animals add life. Examples of effective pictures: North Dakota sent out a news mat the layout for which included a picture of a farmer, his wife, and their children -- the people who benefitted from an indemnity payment. Oregon sent out a mat showing a flooded wheat field on which insurance was collected, with inset picture of a widow who operates the farm, posed with two of her grandchildren.
2. Corn Reaping -- The reaping program should offer good opportunity to make the picture files more complete. Here are some suggestions: Constructing new cribs, erecting new bins, checking crib measurements, shelling corn, filling bins, county office transactions, etc. The complete story of one farmer's corn loan might be recorded in a series of pictures.
3. Conservation Practices -- Among pictures which might be taken during September to show soil-building practices are: (1) Seeding winter cover crops, (2) applying lime and phosphate, and (3) terracing machines in operation.

MISCELLANEOUS TIPS.

News Tips Sheet -- Oklahoma has inaugurated a "News Tips" service to county extension offices and county AAA offices. Issued at intervals, a typical tip sheet had fourteen suggestions for stories which might be released immediately or in the near future. Suggested stories range from type of feed stored in trench silos and progress in canning home vegetables to payment of 1940 crop insurance losses and a reminder that August 31 was final date for taking out 1941 winter wheat insurance. Other states might find a similar type of service very helpful to county offices.

Inspection of Practices -- Both men and women turned out in Kidder county, North Dakota, for an all-day "practice tour", during which they visited farms carrying out conservation practices. The tour was under the county committee's supervision. Women were given special opportunity to visit AAA gardens. The county Committee said the tour was so successful that another should be held in 1941.

Annual Report -- State offices can add to public information available on the agricultural conservation program by making certain that copies of their 1939 annual reports are placed in libraries and public reading rooms. An instructor in farm management at Oregon State college plans to use the Oregon annual report as a reference text, having requested 20 copies for use in his classroom.

Suggestions for Radio
Programs in the States

1. Farmer-Business Broadcasts -- With harvesting operations largely finished, farmers will soon have time once more to sponsor and attend farmer-businessman meetings. A few local radio stations have installed their microphones in the banquet rooms, picking up both speaking programs and question-and-answer periods. This seems like a good idea to try. If a spot broadcast cannot be arranged, perhaps a recapitulation on the following day could be presented by a committeeman and a prominent businessman. This should be an accurate report of the outstanding matters brought out in the meeting, featuring those questions and statements which seemed to be least understood and also those which seemed best understood. Title might be "We Have a Lot in Common." or, "Where (town)'s Money Comes From," referring to the fact that the soil and the people who farm it play a major role in creating the wealth of an agricultural community.

2. Writing for Radio -- "...to read as if you were talking, you must first write as if you were talking. What you have on the paper in front of you must be talk-stuff, not book-stuff.

"It's, in part, a mere matter of how you put the words down on the paper. That very sentence now, the one you just heard. It began with 'It's in part...' If I'd said to you, 'It is, in part...' you'd have thought 'He's reading.' In speech we say 'It's,' not 'It is'. So I write 'I-t apostrophe s' and not 'It is' on the paper. I know if I wrote 'It is,' I should say 'It is.' The lips utter what the eye sees, so -- through every text -- apostrophes in the writing wherever there's elision in actual speech. Underlinings if you want them. Pauses, where pauses should be. Make what the eye sees look like what the lips are to utter.

"Before you come to writing talk you must think talk." -- John Hilton on the "Art and Craft of Talking," published in "The Listener," issued by the British Broadcasting Corporation, July 14, 1937. (AAA will furnish copy of talk on request.)

3. Northeastern Region Programs -- The Colonial Network, Boston, Mass., will carry on September 12 the third of a series on "Agriculture and Our National Defense," with A. W. Manchester, Northeast Region Director as speaker.

WGY, Schenectady, N. Y., will broadcast September 5, a program featuring the Washington (N.Y.) County Committee, on September 19 a program featuring the Albany (N.Y.) County Committee.

Pennsylvania has an active schedule of AAA broadcasts over nine stations as follows: KDKA, Pittsburgh, Saturday, 6 a.m.; WKST, New Castle, Tuesday, 1:15 p.m.; WPIC, Sharon, Friday, 1 p.m.; WLJB, Greensburg, Friday, 12 noon; WBRE, Wilkes-Barre, Tuesday, 11:15 a.m.; WRAW, Reading, Tuesday, 10:45 p.m.; WMBS, Uniontown, Saturday, 12:15 p.m.; WJST, Easton, Wednesday, 6:45 p.m.; WRAC, Williamsport, Friday, 1 p.m.

Speeches and Meetings

Western Region -- State committees and technical men from state offices will meet with representatives of the Western Division to develop practice specifications, to designate areas and to work out other matters in connection with the 1941 Agricultural Conservation Program. Dates when Western Region men will visit states are: Kansas, August 19-23; Utah, August 23-24; New Mexico, August 26-29; Nevada, August 26-27; California, August 28-31; Arizona August 30-September 3; Oregon, September 3-5; Idaho, September 6-10; Colorado, September 9-12; Washington, September 12-14; Wyoming, September 13-16; Montana, September 18-21; North Dakota, September 23-26.

Claude R. Wickard, Under-Secretary of Agriculture, will speak at a Triple-A picnic at Wahpeton, North Dakota, August 25. One day of the community's annual fall festival is being given over to AAA observance.

North Central Region -- Under-Secretary Claude R. Wickard will speak at an AAA picnic at Falls City, Nebraska, August 27.

Southern Region -- A Southern Region conference for general discussion of the 1941 Program has been set tentatively for early fall, but the date and place have not been named.

East Central Region -- A conference of farm leaders from Burley tobacco areas will be held September 9 at Lexington, Kentucky, to discuss and develop plans for conducting the educational work in connection with the Burley tobacco referendum. Assistant Administrator Rutson will meet with the group. Advance publicity of this meeting is not requested. State informational assistants and extension editors should attend so that they will gain background information for future use.

Information on Developments
in the Commodity Programs

Wheat:

Applications for loans will continue throughout the entire wheat area. Comparison with last year's loan volume may provide local releases.

Wheat farmers in winter wheat areas who plan to comply with the 1941 program will be signing "intention to participate" forms. See State Committee for dates applying to your areas.

Wheat Parity payments for 1940 will be completed in most States.

In some areas, planting of winter wheat will begin in September.

- Corn: In the North Central Region and Kansas, farmers are being asked to notify county committees by September 1 of the disposition they wish to make of loan corn. The month of September should see the corn resealing program in full swing. Farmers have only until October 1 to redeem 1937 and 1938 corn at the special rate of 58 cents per bushel. After that date, they must either reseal it or deliver it to the Commodity Credit Corporation. The 1940 corn loan program details will be announced in September or October. The 1940 corn marketing quota determination will be made not later than September 15.
- Cotton: County offices will be starting initial work of determining 1941 cotton allotments and normal yields. Farmers will begin making applications for loans on the 1940 cotton crops.
- Tobacco: September will be a month of continued activity for flue-cured tobacco growers. Flue-cured tobacco markets will open in Eastern North Carolina and the Old Belt during the month.
- Other: County offices will begin the work of determining 1941 rice and potato allotments in areas affected, as well as establishing normal yields and allotments in commercial vegetable areas.

Soil-Building Program Developments

1. Practices -- Depending on the region, farmers still have opportunity to carry out a number of soil-building practices.

EAST CENTRAL REGION: Farmers will be engaged in seeding winter cover crops, applying lime and phosphate to approved crops and land uses, and seeding perennial grasses and legumes.

NORTHEASTERN REGION: Practices carried on during September include application of lime and superphosphate to pasture and cropland, woodland management, and green manuring. County and community committees will take orders after September 15 for lime and superphosphate to be delivered for use this fall under the 1941 program. Orders for lime and superphosphate for use under 1940 program must be placed with suppliers by September 15.

NORTH CENTRAL REGION: Over much of the region, September is the best month to harvest acorns, hickory nuts, walnuts and butternuts, either for fall planting or for stratifying in preparation for planting next spring. This practice deserves encouragement as a means of promoting more tree planting and establishing better varieties of trees. The North Central Region expects to prepare a memorandum to committeemen and one or two weekly news stories for use in this campaign. Other practices to be carried out during the month include seeding of alfalfa, application of lime and phosphate to legume and grass seedings, terracing, dam and reservoir construction, seeding rye and vetch for winter cover and green manure crops, plowing under of spring seeded green manure crops, seeding or reseeding permanent pastures. Ranchmen participating in the range program will do contour listing and furrowing, construct spreader dams and terraces, and carry on stock water development practices.

SOUTHERN REGION: Principal soil-building practices carried on during September will include seeding of winter legumes, and application of lime and superphosphate.

WESTERN REGION: Farmers still have opportunity to carry out such soil-building practices as fall seeding, application of superphosphate and lime in connection with seedings, terracing, construction of dams, etc. Principal practice under the range program will be construction of stock water reservoirs.

2. Performance -- In all states, checking of compliance with general allotments and soil-building practices will be well under way, and completed in some states. Closing dates have been announced for the 1940 program in the various regions, and practices must be completed by then to earn payments.

EAST CENTRAL REGION: August 31 in all states but North Carolina, where the date will be October 31. Farmers will begin making application for 1940 ACP payments in county offices.

NORTH CENTRAL REGION: September 30 is the closing date in all states.

NORTHEASTERN REGION: October 31 is the closing date in all states.

SOUTHERN REGION: Closing dates vary by states as follows: Alabama, Arkansas, Georgia, Louisiana, Mississippi, Oklahoma, South Carolina, November 30; Texas, October 31 and November 30, depending on district; Florida, December 31.

WESTERN REGION: Closing dates vary by states as follows: California, August 31; Kansas, September 30; Colorado, Idaho, Montana, North Dakota, October 31; Wyoming, November 15; New Mexico, Oregon, Washington, November 30; Arizona, Nevada, December 31; Utah, December 31 in Washington and Kane Counties, October 31 in other counties.

